

the time for collecting, reviewing, and reporting the data for the application. This information will be used for grantee selection. The reporting burden for completion of the Quality Assurance Plan by applicants who are awarded a

grant is estimated at 24 hours per grantee (OMB approval is pending). Response to this request for information is required in order to receive the benefits to be derived.

C. Appendices. Appendices A, B, C and D to this NOFA are available for downloading with the application at http://www.grants.gov/applicants/apply_for_grants.jsp.

DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

HEALTHY HOMES LEAD HAZARD CONTROL PROGRAMS

TECHNICAL STUDIES NOFA

LEAD OUTREACH GRANT PROGRAM

Lead Outreach Grant Program

Overview Information

A. Federal Agency Name: Department of Housing and Urban Development, Office of Healthy Homes and Lead Hazard Control (OHHLHC).

B. Funding Opportunity Title: Lead Outreach Grant Program.

C. Announcement Type: Initial announcement.

D. Funding Opportunity Number: The **Federal Register** number is: FR-5100-N-26. The OMB approval number is 2539-0015.

E. Catalog of Federal Domestic Assistance (CFDA) Number(s): 14.904, Lead Outreach Grant Program.

F. Dates: The application deadline date is May 18, 2007. Applications must be received and validated by grants.gov no later than 11:59:59 pm eastern time on the application deadline date. See Section IV of the General Section, regarding application submission procedures and timely filing requirements.

G. Additional Important Information:

1. *Overall Purpose.* This funding opportunity is to provide funding for information dissemination about lead poisoning prevention through outreach.

2. *Available Funds.* Approximately \$2 million is available under this program.

3. *Number of Awards.* Approximately 5 to 8 cooperative agreements will be awarded.

4. *Type of Awards.* The awards will be made as cooperative agreements.

5. *Eligible Applicants.* Academic and non-profit institutions located in the U.S., state and local governments, and federally recognized Native American tribes are eligible under all existing authorizations. For-profit firms are also eligible; however, they are not allowed to earn a fee (i.e., no profit can be made from the project).

6. *Matching Requirements and Leveraging.* Ten percent match or cost sharing from applicant and partners is required. All contributions, regardless of source, above the 10 percent match are considered leverage. Leveraging is encouraged. Applications will receive a higher score under Rating Factor 4 if you provide evidence of significant cost sharing and leveraging. Leveraging means increasing the amount or number of eligible activities that can be performed under this award through cash or in-kind contributions of resources. Applicants must provide evidence that proposed matching resources are not from Federal funds, and provide a statement of commitment that proposed matching or leveraging resources are not previously committed as match or leverage to support other

applications or existing awards. Match and leveraged resources may be used only for eligible activities. See Section III.B and Section V, Rating Factor 4.

7. *Limitations on Applications.* Each applicant, partner, sub-contractor and sub-recipient may participate in only one application to the Lead Outreach program. Outreach applicants are not prohibited from receiving other OHHLHC grant awards if those grant programs' selecting official selects them for such awards.

Full Text of Announcement

I. Funding Opportunity Description. Background information about lead, lead-based paint hazards and other information applicable to this NOFA can be found at: http://www.grants.gov/applicants/apply_for_grants.jsp.

A. Purpose of the Program. The purpose of this program is to raise public awareness and deliver HUD-approved training about lead-based paint as a source of lead poisoning, childhood lead poisoning prevention, and proper lead hazard identification, control and lead safe rehabilitation and maintenance methods for at-risk communities and children, primarily to underserved populations. Only entities, states or local governments that are not current Lead-Based Paint Hazard Control, Lead Hazard Reduction Demonstration, or Operation Lead Elimination Action Program (LEAP) grantees, or sub-grantees, contractors or sub-contractors receiving 10 percent or greater of the award may apply to this program. If an applicant has received previous OHHLHC funding, the application must clearly explain why there remains a need for lead outreach in that jurisdiction.

B. Authority. The authority for this program is Sections 1011(e)(8) and (g)(1) of the Residential Lead-Based Paint Hazard Reduction Act of 1992 (Title X of the Housing and Community Development Act of 1992), and the Revised Continuing Appropriations Resolution, 2007 (Pub. L. 110-5, approved February 15, 2007).

C. Changes in the FY 2007 Competitive NOFA. Listed below are major changes from the FY 2006 Lead Outreach NOFA:

1. The outreach and education categories have been merged and the technical assistance category of activity has been eliminated.

2. Eligible outreach and educational activities are clearly identified and described.

3. For this round of funding, higher points will be awarded to communities having confirmed elevated blood level (EBL) rates for children under 6 years of

age equal to or greater than 2.5 percent and that track and report lead poisoning data.

II. Terms of Award

A. Available Funding

Approximately \$2 million from fiscal year 2007 and prior year funds is available under this program. HUD anticipates that approximately five to approximately eight cooperative agreements will be awarded, for a minimum of \$200,000 and a maximum of \$400,000 each for the entire period of performance.

B. Type of Award and Period of Performance

1. Awards will be made as cooperative agreements.

2. The anticipated start dates for new awards is expected to be no later than October 1, 2007. The period of performance for awards will be 24 months from the date of award.

3. Period of performance extensions for delays due to exceptional conditions beyond the grantee's control will be considered for approval by HUD in accordance with 24 CFR 84.25(e)(2) or 85.30(d)(2), as applicable, and the OHHLHC Program Guide. If approved, grantees will be eligible to receive a single extension of up to 12 months in length. Although applicants are encouraged to plan projects with shorter performance periods than 24 months, you should consider the possibility that issues may arise that could cause delays when developing your schedule.

III. Eligibility Information

A. Eligible Applicants

1. Academic, not-for-profit and for-profit institutions located in the United States, states and units of general local government, and federally recognized Native American tribes are eligible to apply. For-profit firms are not allowed to earn a fee (i.e., make a profit from the project).

2. Current Lead-Based Paint Hazard Control, Lead Hazard Reduction Demonstration, or Operation Lead Elimination Action Program (LEAP) grantees, sub-grantees, entities, states or local governments receiving 10 percent or greater of the grant award are not eligible to apply to this program as applicants, sub-grantees, team members, contractors or sub-contractors in any capacity receiving 10 percent or greater of grant funds. Conversely, an entity may not apply under this NOFA or be a sub-grantee, sub-contractor, participant, or partner receiving 10 percent or greater of grant funds. An entity that is an existing grantee, sub-

grantee, sub-contractor or partner receiving 10 percent or greater of grant funds on another application or grant may not apply under this program in any role. Organizations that are "doing business as" a different organization are considered to be the same entity. Organizations may not qualify for eligibility by applying under a different name.

B. Cost Sharing or Matching Requirements. A 10 percent match is required. Leveraging is encouraged. Applicants must provide a matching contribution of at least 10 percent of the requested cooperative agreement sum. If an applicant does not include proper documentation of the minimum 10 percent match requirements in the application, it will be considered ineligible for an award and will not be reviewed. Matching contributions may be in the form of cash or in-kind (non-cash) contributions or a combination of these sources. Matched resources must be used only for eligible activities. With the exception of Community Development Block Grant (CDBG) funds, or other programs that only allow their funds to be considered local funds and therefore eligible to be used as matching funds, federal funds may not be used to satisfy any statutorily required matching requirement, as applicable. Federal funds may be used, however, for contributions above the 10 percent match requirement, provided that these funds are used only for eligible activities under the Lead Outreach program. The applicant must submit a letter of commitment for the match or leverage from each organization other than itself that is providing match or leverage, whether cash and/or in-kind. The letter must indicate the amount and source of the match, and detail how the matching funds will be specifically dedicated to and integrated into supporting the proposed cooperative agreement program. The signature of the authorized official on the Form SF-424 commits proposed matching or other contributed resources of the applicant organization. A separate letter from the applicant organization is not required.

C. Other

1. Threshold Requirements.

Applicants must also meet the threshold requirements of the General Section, including the Civil Rights threshold.

2. Policies applicable to all activities in this NOFA.

a. Each awardee will be assigned a GTR (Government Technical Representative) who will provide oversight and approve grantees' activities and deliverables.

b. Awardees must use existing outreach, training and technical assistance documents unless they can adequately justify in their application that a great need exists in their community to substantively modify existing documents or create new ones. Before creating a new product (such as a brochure, curriculum or technical document), grantees must investigate if a similar item already exists and can be used or revised with a level of effort lower than would be spent creating a new equivalent product. Applicants must ensure that materials are appropriate for the target populations, including persons with Limited English Proficiency (LEP), and for visually impaired or other disabled persons (see Eligible Activities, below). All new products and adaptations/translations must be submitted to HUD as deliverables, in electronic format suitable for web posting.

c. For use under this program, all documents in languages other than English must be culturally neutral (understandable by speakers of all dialects of the target language). For a new translation to be acceptable, grantees must provide evidence that translators are certified by the American Translators Association. Awardees are responsible for first determining if a translation already exists. Quality reviews are required for all translations. Reimbursements will not be allowed for translations of federal documents that have previously been translated into the target language.

d. HUD has noted that during prior funding rounds, some applicants to this program have not met all requirements for application content and submission. HUD recommends that applicants use and follow the application checklist in this NOFA to help them identify any missing elements and complete the application before it is submitted. No information may be submitted after the deadline date except under the threshold review process. Although applications with curable deficiencies are offered an opportunity at threshold review to submit certain information to cure these deficiencies, non-curable deficiencies are not correctable and may disqualify an application. (See General Section.)

3. *Eligible Activities.* Consideration will only be given to proposed activities that are specifically listed as eligible in this NOFA. Other work activities are ineligible. All activities must address childhood lead poisoning prevention (primarily from lead-based paint in housing) and/or control at the national, regional, and/or local levels. If an activity or training curriculum is not

specifically listed below, it may not be used. The following section lists specific eligible activities.

a. Door-to-door canvasses, small-group meetings, community meeting visits, health fairs, conducting presentations or speaking engagements to inform the public and owners of housing, including owners receiving rehabilitation or other tax credits, about programs that can assist in control of the identified lead hazards, and other activities to publicize or conduct events that highlight lead hazards in the home environment;

b. Earned media (no-cost public service announcements), news stories in radio, print, or TV to raise public awareness and promote name recognition for treatment programs;

c. Advertising (paid ads on buses, billboards, etc.);

d. Use of collateral materials and campaign props and incentives. These materials include outreach brochures and printed materials, visual presentations, giveaways with outreach providers' phone numbers/contact information, mascots, cleaning kits, meals not to exceed \$10 in value per meal per person, etc. The use of appropriate training materials is also eligible, but training materials are not considered to be collateral materials, props or incentives. (See paragraph III.C.3.o., Eligible Activities, below.) Outreach materials and props can support general lead outreach and education efforts. However, the budget must include details of the items including cost per item. All expenditures made by a grantee must be linked to specific outreach activities and listed in the approved budget;

e. Development and maintenance of infrastructure and support such as telephone hotlines and Web sites;

f. Entering into working arrangements with regional/local non-profit organizations, including grassroots community-based organizations, faith-based organizations; chambers of commerce; public and private social service agencies; corporations, retailers, construction organizations, or unions for the purpose of coordinating or conducting joint outreach activities;

g. Other outreach activities designed to disseminate information to targeted populations identified as being at-risk of lead poisoning;

h. Making materials available in alternative formats for persons with disabilities (e.g., Braille, audio, large type) upon request, and providing materials in languages other than English that are common in the community, consistent with HUD's published Limited English Proficiency

(LEP) Recipient Guidance, 68 FR 70968 (see above);

i. Program administration in accordance with the guidelines established under funding restrictions;

j. Program evaluation and assessment activities to improve the effectiveness of present and future outreach efforts and to measure whether efforts have successfully been targeted to at risk populations;

k. Innovative use of funds to outreach and education to regional/local community groups, residents, and other appropriate community stakeholders to resolve regional/local lead poisoning problems, as approved by the GTR;

l. Delivery of HUD-approved (or state-approved, as applicable) Lead Safe Work Practices (Interim Controls), EPA- or state-approved lead training, Lead Awareness training curricula, or visual assessment training, for the target audience(s);

m. Training regional/local residents and businesses, including retail paint sales associates and managers, on identifying and preventing lead-based paint hazards, and lead safe maintenance and renovation work practices, etc.;

n. Educating tenants, owners, housing inspectors, and others about HUD's lead safety regulations, including the Lead Disclosure Rule and Lead Safe Housing Rule (24 CFR part 35), regional/local building codes, and HUD's Housing Quality Standards (HQS) and Uniform Physical Condition Standards (UPCS), as applicable;

o. Training curriculum design, development, maintenance and evaluation; preparing, distributing appropriate training materials, including photographs, other graphics and visual presentations (compliance with copyright and trademark laws is the responsibility of the grantee);

p. Applying for or maintaining EPA, State or HUD approval of training program (as applicable);

q. Promoting or marketing training courses directly or through partnerships with organizations conducting outreach;

r. Delivery of formal or one-on-one or group educational or training sessions in classrooms, homes or other locations;

s. Delivery of informal one-on-one or group educational sessions, workshops or demonstrations in homes or other locations (cleaning techniques, etc.);

t. Participation in training-related partnerships and task forces; and,

u. Auditing course delivery, training, mentoring and evaluating trainers to increase lead safety training capacity.

IV. Application and Submission Information

A. Address to Request Application Package. All the information required to submit an application can be downloaded from the web at http://www.grants.gov/applicants/apply_for_grants.jsp. Consult the General Section for more information. If you have difficulty accessing the information, you may call the Grants.gov helpline toll-free at (800) 518-GRANTS or e-mail Support@grants.gov.

B. Content and Form of Application Submission

1. *Application Format.* Because of the electronic submission process, proposals must conform to the formatting requirements below to be eligible. All material submitted must be required or be in support of the narrative response to the rating factors. Any material, whether required or supplemental, that is not properly located in the application, and referenced and discussed within the narrative statement as described below, will not be rated. The narrative response to all rating factors (see below) must be submitted within a single electronic file within the zip file attached to the application. The narrative response to the five rating factors may not exceed 25 pages (excluding required additional materials and worksheets, see below) equivalent to one-side only on 8½ x 11 inch paper using a standard 12-point font with not less than ¾-inch margins on all sides. Each attachment or appendix must be an individual electronic file. All pages must be numbered in order starting with the cover page and continuing through the appendices. HUD is not responsible for electronic transmission errors or omissions. Applicants are responsible for verifying the successful transmission of all documents submitted with their applications.

2. *Prohibition on Materials Not Required.* Submission of materials other than those specified as allowable by this NOFA are prohibited. Reviewers will not consider resumes (other than those called for in response to the rating factors), reports, charts, letters, or any other documents attached to the application.

3. *Required Application Contents.* Applications must contain all of the information required by this NOFA, including the following items:

a. *Application Abstract.* An abstract is required. It may not exceed 2 pages of 8½ x 11 inch paper using a standard 12-point font with not less than ¾-inch

margins on all sides in length, and must summarize the proposed project, including the objectives, proposed activities and expected results, the dollar amount requested, and contact information for the applicant and project partners. Information contained in the abstract will not be considered in the evaluation and scoring of your application. Any information you wish considered should be provided under the appropriate rating factor. The 2-page abstract will not be included in the 25-page limit of the application.

The abstract will be used for developing the news release to the public if the application is funded.

b. *Narrative Response.* A narrative statement with supporting required forms and other documents addressing the five rating factors for award is required. This portion of the application consists of a narrative response to each of the five rating factors (total 25-page limit), specific HUD-required forms documents (which do not count toward the page limit), and optional supplemental material (20-page limit). Pages in excess of these limits will not be read. Each of Rating Factors 1–5 has an associated required form (HUD–96012, HUD–96013, HUD–96014, HUD–96015, and HUD–96010, respectively) that does not count toward the page limits, and must be located immediately after the response to that rating factor (see list of forms, below). You are advised to review each factor carefully for program specific requirements. The response to each factor should be concise and contain only information relevant to the factor, but detailed enough to address each factor fully. Please do not repeat material in response to the five factors; instead, focus on how well the proposal responds to each of the factors. In factors where there are sub-factors, each sub-factor must be presented separately.

All information relative to a given rating factor MUST be contained in the narrative for that rating factor. If it is found in a different rating factor, IT WILL NOT BE CONSIDERED. In addition, supplemental material that is not referenced and discussed within that portion of the narrative will not be considered.

c. In addition to the abstract and narrative response described above, the following materials (which do not count toward the page limits) must be included in the locations specified: resumes, process flow diagram for the project (*not* the employer's organizational chart), budget, and other required forms. The standard forms can be found in the application package on Grants.gov.

(1) Resumes and a process flow diagram for your project must be placed immediately following the narrative response to Rating Factor 1. Resumes for project director, day-to-day program manager and up to 3 key personnel (limited to 3 pages per resume) are required. (See Rating Factor 1.)

(2) Include a detailed budget for any sub-contractors, sub-grantees, or sub-recipients receiving greater than 10 percent of the federal budget request. Use the budget format discussed in Rating Factor 3.

(3) Form HUD-96010, Logic Model (See Rating Factor 5).

(4) General letters of support will not be considered and are discouraged.

d. Applicants are encouraged to use the following checklist to ensure that all required materials have been prepared and submitted. Do not submit the checklist (see below) with the application.

Checklist for Applicants

Abstract (Limited to 2 Pages)

Required Information Supporting Rating Factors

1. Capacity of the Applicant and Relevant Organizational Experience, plus Form HUD-96012; Resumes of Proposed Project Director, Day-to-day Program Manager and up to 3 Key Personnel; Project Organization Chart.

2. Need/Extent of the Problem, plus Form HUD-96013.

3. Soundness of Approach, plus Form HUD-96014; budget forms and narrative budget justification.

4. Matching and Leveraging Resources plus Form HUD-96015, Leveraging Resources, Letters of Commitment attached immediately after Rating Factor 4.

5. Achieving Results and Program Evaluation plus Form HUD-96010 Logic Model.

Additional Material Supporting the Rating Factors (attachments, appendices, etc.: 20-page limit)

Complete Checklist of Required Forms and Budget Material

1. Form SF-424 (Application for Federal Assistance).

2. Form HUD-CBW (Detailed Budget Worksheet).

3. Form SF-424 SUPP (Faith Based EEO Survey) (to be completed by private nonprofit organizations only).

4. Form SF-LLL (if applicable) (Disclosure of Lobbying Activities).

5. Form HUD-2880 (Applicant Recipient Disclosure Report).

6. Form-2990 Certification of Consistency with the RC/EZ/EC/II Strategic Plan (required only for

applicants who are seeking these bonus points).

7. Form HUD-2994A You Are Our Client Grant Applicant Survey (Optional).

8. Form HUD-27300 HUD Communities Initiative (if applicable) (up to 2 points can be awarded).

9. Form HUD-96011 Facsimile Transmittal, for electronic applications (used as the cover page to transmit third-party documents and other documentation designed for each specific application for tracking purposes. HUD will not read faxes that do not use the HUD-96011 as the cover page to the fax).

C. Submission Dates and Times

Application Submission Dates: Applications must be received and validated by Grants.gov by 11:59:59 p.m. eastern time on the deadline date. Refer to the General Section for additional requirements including registration requirements, deadline dates, Grants.gov validation, proof of delivery, and other information regarding electronic application submission via <http://www.grants.gov>.

D. Intergovernmental Review. Not applicable to this program. See 24 CFR Part 52.

E. Funding Restrictions.

1. *Administrative Costs.* There is a 10 percent maximum allowance for administrative costs. Additional information about allowable administrative costs is provided in Appendix A and can be downloaded with this application from http://www.grants.gov/applicants/apply_for_grants.jsp. Eligible administrative costs include leases for office space, under the following conditions:

a. The lease must be for existing facilities not requiring rehabilitation or construction;

b. No repairs or renovations of the property may be undertaken with federal funds;

c. Properties in the Coastal Barrier Resources System designated under the Coastal Barrier Resources Act (16 U.S.C. 3501) cannot be leased with federal funds.

2. *Indirect Costs.* You must comply with Indirect Cost requirements. Guidelines for indirect cost requirements are provided in Appendix B and may be downloaded as part of your application package from http://www.grants.gov/applicants/apply_for_grants.jsp.

3. HUD will not fund the following ineligible activities:

a. Purchase of real property.

b. Purchase or lease of equipment having a per-unit cost in excess of \$5,000, unless prior written approval is obtained from HUD.

c. Identification of lead-based paint or lead-based paint hazards, hazard reduction (including, interim controls or abatement), rehabilitation, remodeling, maintenance, repair, or any other construction work, blood lead testing of adults or children, laboratory analysis, medical treatment, clearance examinations and visual assessment.

d. Renovations or construction work on office space leased for the program.

e. Activities required in order to fulfill court orders or consent decrees, settlements, conciliation agreements, or other compliance agreements.

F. Other Submission Requirements

1. Applications are required to be received and validated electronically via the Web site <http://www.grants.gov>. See Section IV of the General Section for additional information on the electronic process. Waivers may only be granted for cause. See General Section for further discussion.

2. *Waiver of Electronic Submission Requirements.* Applicants should submit their waiver requests in writing by e-mail. Waiver requests must be submitted no later than 15 days prior to the application deadline date and should be submitted to Jonnette Hawkins, Director, Program Management and Assurance Division, Office of Healthy Homes and Lead Hazard Control, Jonnette_G._Hawkins@hud.gov.

V. Application Review Information

A. Criteria

1. *Threshold Requirements.* Applications that meet all of the threshold requirements will be eligible to be scored and ranked, based on the total number of points allocated for each of the rating factors described in Section V.A.3 of this NOFA. Your application must receive a total score of at least 75 points to be considered for funding.

2. *Award Factors.* Each of the five factors is weighted as indicated by the number of points that are assigned to it. The maximum score that can be attained is 100 plus 2 possible bonus points. Applicants should be certain that each of these factors is adequately addressed in the project description and accompanying materials.

3. Rating Factors for All Categories.

a. Rating Factor 1: Capacity of the Applicant and Relevant Organizational Experience (20 points). This factor includes information about the organization, its individual employees

and partners, and past performance. Higher points will be given for more recent, relevant experience of high quality. The following areas will be evaluated: organizational capacity, experience and past performance, individual staff and participants' qualifications including education and experience, and specific qualifications related to the categories of activities under this NOFA. Applicants should not explain their work plans in this rating factor response, but should demonstrate the ability and commitment of its organization as a whole and the individuals proposed to serve on this project.

(1) *Organizational Experience*. This sub-factor addresses the extent to which the applicant's organization has the organizational experience necessary to successfully implement the proposed activities in a timely manner. HUD will evaluate the organization's experience in initiating, implementing, and evaluating related outreach, health education and training and recruitment projects, or solving community problems directly related to this program. In rating this sub-factor, HUD will consider the extent to which the proposal demonstrates organizational experience that is recent and relevant. HUD will consider organizational experience within the last 5 years to be recent and experience pertaining to activities of similar scope to be relevant.

(a) Describe whether you have sufficient personnel, or will be able to quickly hire qualified experts or professionals to begin your proposed project within 30 days of award, if funded.

(b) Describe how the principal components of your project organization will participate in, or support, your project, and how you propose to coordinate with your partners. Include a project-specific organizational chart indicating the organizational capacities of and interrelationships among the various entities involved in the project. Do not provide an organization chart of your employer unless it meets the project-specific criteria described above.

(c) Past performance in previous projects with an emphasis on health education, outreach and recruitment, training and education, or technical assistance. This sub-factor evaluates the extent to which an applicant has performed previous work successfully. Provide details about the nature of projects performed through grants or contracts. Applicants failing to disclose previous grants or contracts with OHHLHC or HUD may be deemed ineligible for award. To receive maximum points for this factor,

applicants must provide the following specific information:

(i) A detailed list outlining the period of performance, achievement of specific tasks, measurable objectives (benchmarks) and outcomes consistent with the approved timeline/work plan and budget;

(ii) If any applicant, proposed partner, contractor, sub-contractor or sub-recipient intending to receive 10 percent or greater of the award funding has had previous OHHLHC grant funding, the application must provide details about the level of performance on that grant, clear justification as to why additional funds are requested at this time and explanation regarding the local lead poisoning surveillance and a tracking system. If the jurisdiction has no local system for tracking and reporting blood lead data, do not enter any EBL data on HUD-Form 96013 (see Rating Factor 2, Need/Extent of the Problem).

(iii) Comparison of previous awards' proposed match or leveraged resources compared to what was actually matched; and,

(iv) A detailed list outlining the timeliness and completeness of complying with all reporting requirements. In addressing timeliness, compare when reports were due with when they were actually submitted.

(2) *Individual Qualifications:*

(a) *Project Director and Day-to-Day Project Manager*. OHHLHC considers these to be among the most important individuals working on its grants. Programs that do not experience vacancies or high turnover in these important positions typically have levels of performance and success that are higher than those of programs having vacancies or high turnover. Identify by name the individuals proposed to serve as the overall project director and day-to-day project manager. The terms "Project Director" and "Day-to-Day Project Manager" must be used consistently in the application to earn points for individuals having these responsibilities, regardless of their current employer-assigned position titles. Describe their individual qualifications that will enable them to function effectively in their assigned roles, including knowledge, work experience, management experience, education, training, and publications. Include specific projects they have performed involving planning and managing large and complex interdisciplinary outreach or educational programs, especially those involving housing, public health, or environmental initiatives.

(b) *Other Key Personnel*. Identify by name and position up to three

additional key personnel. In this rating factor response, provide the individual qualifications, experience, percentage commitment to the project, salary costs to be paid by funds from this program, and role in the proposed project for each key personnel. You must provide resumes (or position descriptions and copies of job announcements including salary range, for vacant positions) for the project director, day-to-day project manager, and up to three additional key personnel to receive maximum points for this rating sub-factor.

(c) *Sub-recipients (sub-grantees, sub-contractors and consultants)*. Include descriptions of their experience and qualifications. Detail their grant and financial management experience. You may find it useful to include a table indicating the name, position and percentage contribution of participating individuals, specifying organizational affiliation. Describe who is responsible for quality control of processes and materials produced by sub-recipients.

(3) In addition to other eligibility criteria and knowledge of OHHLHC's grant programs, applicants must also demonstrate specific capacity as follows:

(a) *Outreach Providers*: Specific capacity to provide outreach services, such as holding community meetings, health fairs, adapting printed materials, writing public service announcements, etc. Applications that include development and distribution of media products in languages other than English must include a discussion of the applicant's (or sub-grantee's/contractor's) expertise in those languages and in meeting the informational needs of non-English-speaking, underserved populations. Outreach grantees involving face-to-face interaction with the community should have staff that are well-trained, motivated, committed to the program, and reflect the characteristics of the target community.

b. *Rating Factor 2: Need/Extent of the Problem (10 Points)*. This factor addresses the extent to which there is a need for funding the proposed program activities and an indication of the importance of meeting the need(s) in the target area. In this round of funding, HUD is targeting those communities with significant numbers of lead poisoned children. All applicants are encouraged to target minority populations and utilize minority media in an effort to achieve diversity in outreach and educational efforts. The proposal will be evaluated on the extent to which the level of need for the proposed activities and the importance of meeting the need(s) are documented.

To earn any points for this factor, the data used must be specific to the area where the proposed activities will be carried out (for projects with specific regional/local target areas, do not apply the data to the entire regional/locality or state). To receive maximum points for this factor, proposals must demonstrate that the target area(s) has a rate of elevated blood lead levels in children up to age six of 2.5 percent or greater. Lead poisoned children are children up to age 6 (72 months) who are tested and have confirmed blood lead levels of at least 10 micrograms per deciliter ($\mu\text{g}/\text{dL}$). For this program, the confirmed EBL rate is the total number of confirmed cases expressed as a percentage of the total number of children tested.

In order to receive maximum points, proposals addressing one or a few communities must explain how the targeted community's(ies) Five Year Consolidated Plan(s) and Analysis(es) of Impediments to Fair Housing Choice (AI) identify the level of the problem and the urgency in meeting the need. Only communities whose Consolidated Plans identify lead-based paint hazards in housing as a serious problem and have a clear implementation strategy for meeting this need will receive maximum points for this rating factor. Communities having Consolidated Plans that indicate the most serious needs and present the clearest strategies will receive higher points for this rating factor.

To demonstrate these needs, applicants must use surveys or other analyses contained in at least one or more current and reliable data sources. In rating this factor, HUD will consider data collected within the last five (5) years and published by government agencies or peer-reviewed journals to be current and reliable. Sources for regional/localized data can be found at: <http://www.ffiec.gov>. Other reliable sources of data include, but are not limited to, Census reports, HUD Continuum of Care gap analysis and its E-Map (to find additional information, go to HUD's Web site: <http://www.hud.gov/emaps>), Comprehensive Plans, community needs analyses such as provided by the United Way, and other sound, reliable, and appropriate sources.

c. Rating Factor 3: Soundness of Approach (40 Points). This factor contains three sub-factors:

- (1) your goals and objectives;
- (2) the quality and cost-effectiveness of your proposed work plan; and,
- (3) proposed budget.

Before developing a work plan, applicants should review the activities

that are not eligible under this program, as described in Section IV.E.3, above. No points will be awarded for ineligible activities. Higher points will be given to applications that contain approaches with clearly articulated goals, activities and sub-activities, and demonstrate a logical progression of implementation steps.

(1) Project Goals (10 Points). Describe:

- (a) The goals and objectives for your project based on the need described under Rating Factor 2, and
- (b) How proposed activities would address your goals and HUD's policy priorities.

See the General Section for information on HUD's policy priorities. The policy priorities that are applicable to the Lead Outreach NOFA and that are eligible for one point each are: (1) Improving our Nation's Communities (focus on distressed communities); and (2) Providing full and equal access to grass-roots, faith-based and other community-based organizations in HUD program implementation. Removal of regulatory barriers to affordable housing is eligible for up to 2 points provided the required documentation, as specified in form HUD 27300 (HUD Communities Initiative), is part of the application submission to HUD. Applicants may also provide a Point of Contact Name and phone or email address and the required documentation as noted in the form HUD 27300. You may provide a URL for a Web site where the required documentation is readily accessible for use.

(2) Work Plan (20 Points). HUD will award maximum points for this sub-factor to applications that demonstrate a high probability of success of the program, convey the significance of the tasks identified, and propose realistic time frames. This portion of the response will be evaluated based on the extent to which the proposed work plan demonstrates the following:

- (a) The general approach and overall strategy;
- (b) Specific, measurable and time-phased objectives for each major program activity, accompanied by a complementary schedule indicating proposed date(s) of completion (in three-month intervals);
- (c) Specific services and/or activities.

The work plan must identify all major tasks and list all proposed activities in sequential order. For maximum points, the activities must correlate to the needs explained in the narrative response to Rating Factor 2. All activities under this program must assist the regional/local area to develop or implement a strategy to eliminate lead poisoning, target at-risk populations or areas, and

implement programs to meet those populations' information needs. In addition, grantees' regular, routine activities must provide information to owners and low-income occupants about regional/local resources for housing rehabilitation and lead hazard control programs.

Describe in detail how you will identify and serve participants receiving services, especially participants in high-risk groups and communities, vulnerable populations and persons traditionally underserved. Include a brief, concise outreach strategy or marketing plan, as applicable, in the work plan and list on the Logic Model (submitted under Rating Factor 5). To receive maximum points, you must:

(i) Identify your approaches to overcoming poor response, attendance or participation difficulties and explain how you will ensure that proposed activities do not duplicate activities by others for the target area previously completed or currently underway;

(ii) Identify the personnel responsible for major tasks;

(iii) Describe your products or outputs and expected outcomes or impacts;

(iv) Describe your proposed methods to research existing materials or develop new ones, and print and disseminate materials for outreach or training. (Note: All products to be distributed to the public, whether in hard copy or electronic format, must be submitted to HUD for review and in final form as deliverables in electronic format suitable for web posting.)

(v) Describe how you will ensure that materials will be of consistently high quality and technically sound;

(vi) Describe the plan to manage the project. Include details about the management and financial systems, and how you will track and ensure the cost-effectiveness of expenditures and will link them to specific activities;

(vii) Describe how you propose to coordinate with HUD field offices and HUD program personnel, as applicable, in your application; and

(viii) Describe how you will make materials available in alternative formats for persons with disabilities (e.g., Braille, audio, large type) upon request, and provide materials in languages other than English that are common in the community, consistent with HUD's published Limited English Proficiency (LEP) Recipient Guidance, 68 FR 70968.

(d) Outreach providers must follow these specific program requirements:

(i) Increase lead awareness among the general public;

(ii) Provide information to owners and low-income occupants about regional/

local resources for housing rehabilitation and lead hazard control programs; and

(iii) Create a detailed outreach strategy as part of their work plan.

(e) Training providers must follow these specific program requirements:

(i) Meet a documented regional/local need to develop a sustainable capacity of lead safety trained workers and/or EPA-or state-certified lead professionals;

(ii) Have underserved and minority populations as the primary target audience;

(iii) Provide information to owners and low-income occupants about regional/local resources for housing rehabilitation and lead hazard control programs;

(iv) Perform structured education of other groups about lead poisoning prevention and control;

(v) Target a specific, appropriate audience;

(vi) Use a HUD-approved curriculum for all interim controls training and specify in the application all training materials to be used;

(vii) Provide plans for sustainability including train-the-trainer programs;

(viii) Design the course materials as "step-in" packages so that HUD or other training providers may independently conduct the course on their own;

(ix) Make the course materials available to the GTR in sufficient time for review (minimum of three weeks), for you to provide revision, and for the GTR to provide concurrence on the content and quality prior to delivery;

(x) Provide all course materials in an electronic format that will permit wide distribution among field offices, and HUD grantees (see the General Section for information on formats acceptable to HUD);

(xi) Arrange for delivery of the training with HUD participation when requested by the GTR;

(xii) Establish minimum enrollments for deliveries of training courses; implement and disseminate fair course cancellation policies;

(xiii) Deliver HUD-approved training courses that have been designed and developed by others on a "step-in" basis when requested; and

(xiv) For Interim Controls (Lead Safe Work Practices), training providers must comply with HUD's Interim Criteria to Evaluate Training Courses in Lead Safe Work Practices (<http://www.hud.gov/offices/lead>). The costs associated with attending these required sessions are eligible under the grant.

(f) Institutionalization (applies to all applicants). All applicants must provide a detailed description of how the applicant plans to mainstream or

continue integrating lead poisoning prevention into its regular, permanent programs. To evaluate institutionalization, HUD will evaluate the extent to which the applicant (and partners) demonstrate:

(i) Other lead poisoning prevention projects that are locally funded;

(ii) Specific examples of and the degree of implementation of the Lead Safe Housing Rule in the jurisdiction's publicly-funded housing programs, as applicable;

(iii) Commitment to undertake project activities in the future;

(iv) Support and involvement of the applicant's organizational leadership; and

(v) Commitment to include lead-related work in decisions affecting policy and program development.

(3) Budget Justification (10 Points).

HUD is not required to approve or fund all proposed activities. Your budget will be evaluated for its reasonableness, clear justification, and consistency with the work plan. Submit a narrative justification associated with the budget that explains all budget categories and costs for each major task of the work plan and that does not simply repeat the budget numbers in the narrative.

Identify the source of funds as HUD, applicant match, or third-party (partner) leverage. Each budget page should identify the entity and project year to which it applies. Higher points will be awarded for greater percentages of sub-contracting and substantive work performed by bona fide and legitimate grassroots organizations, including faith-based and other community-based non-profit organizations, Fair Housing Organizations, advocates for various minority and ethnic groups, and persons with disabilities. Applicants should note that national-level organizations are not considered by HUD to be grassroots organizations, which are generally small, local groups with social services budgets less than \$300,000. In completing the budget forms and justification, you should address the following specific elements:

(a) Direct Labor. Direct Labor costs should include all full- and part-time staff required for the planning and implementation phases of the project. These costs should be based on full-time equivalent (FTE) or hours per year (hours/year) (*i.e.*, one FTE equals 2,080 hours/year);

(b) Travel to HUD Meetings. You should budget for one trip annually to HUD Headquarters in Washington, DC, planning each trip for two people for 2 or 3 days, depending on your location;

(c) Sub-grantee and Sub-recipient Budgets. Without exception, a separate

budget proposal must be provided for any sub-recipient(s) receiving greater than 10 percent of the total federal budget request;

(d) Provide supporting documentation for salaries and cost of materials and equipment; and

(e) Federally Negotiated Indirect Cost Rate, without exception. Organizations that have a federally negotiated indirect cost rate should provide documentation of that rate. Organizations not having a federally negotiated rate schedule must obtain a rate from their cognizant federal agency. Applicant and sub-grantee budgets should reference only their own indirect cost rates.

d. Rating Factor 4: Leveraging Resources (15 points). This factor evaluates the ability to:

(1) Contribute allowable resources from your organization; (2) leverage (secure) other allowable public and/or private sector resources (such as financing, supplies, or services) that can be added to HUD's funds to perform eligible activities; and, (3) sustain your proposed project from sources other than HUD at the end of the period of performance. This program has a 10 percent match requirement. Higher points will be awarded for percentages of leveraged resources, compared to the amount of HUD funds requested. To receive points for leveraged resources above the 10 percent required match, all contributions committed for the period of performance, whether cash or in-kind, must be expressed in dollar values and documented in a commitment letter (or memorandum of understanding, or agreement to participate) on official letterhead submitted with the application signed and dated by a responsible official legally able to make commitments on behalf of the organization, from each contributing organization (except that leveraging from the applicant's own resources does not require a letter of commitment). The letter must describe the contributed resource(s) that will be used in your project, and roles and responsibilities as they relate to the proposed project. Letters must be submitted with your application.

For more information on matching and leveraging resources, see Appendix C, which can be downloaded from http://www.grants.gov/applicants/apply_for_grants.jsp.

e. Rating Factor 5: Achieving Results and Program Evaluation (15 points). This rating factor reflects HUD's goal to embrace high standards of ethics, management, and accountability. Describe in detail your Year 1, Year 2 and Total goals. State clearly the project activities including specific goals

(outputs) of each activity and how you will achieve those goals. Describe how you will measure the results. Provide your goals, activities (outputs), outcomes and projected performance results (goals) for the entire grant period. In the narrative, explain how you will document and track your goals, program activities, and schedules. Identify the procedures you will follow to make adjustments to your work plan to improve performance if projected outputs and outcomes are not met within established timeframes. To receive maximum points for this rating factor, you must explain your plan to *actively manage, not solely implement*, the proposed program. All awardees will be required to use HUD's Logic Model to report results. Grantees may also use a project management tool, to manage and evaluate the programs' effectiveness and modify strategies as needed to achieve the greatest return on HUD's investment. HUD has found that modest additional actions to gather information about results would enable grantees to better measure the impact of their outreach and education efforts. Outcomes that are vague or not measurable will not receive points.

Applicants must complete and return the Logic Model Form HUD-90610. HUD is using a standardized "Master" Logic Model from which you can select needs, activities (outputs), and outcomes appropriate to your program. See the General Section for detailed information on use of the "Master" Logic Model. HUD is requiring grantees to use program-specific questions to self-evaluate the management and performance of their program. Training on HUD's Logic Model and reporting requirements will be provided via satellite broadcast. In evaluating Rating Factor 5, HUD will consider how you have described the management and evaluation mechanisms, benefits, and outcome measures of your program. HUD will also consider the proposed objectives and performance objectives relative to cost and achieving the purpose of the program, as well as evaluation plan, to ensure the project is on schedule and within budget. Instructions for completing the Logic model are found in Tab 1 of the form HUD 96010. Training on the Logic Model is available via satellite broadcast and webcast. The training schedule can be found on <http://www.hud.gov/offices/admin/grants/fundsavail.cfm>.

f. Bonus Points for Federally Designated Zones and Communities (2 points). HUD will award two bonus points to each application that includes a valid Form HUD-2990 certifying that the proposed activities/projects in the

application are consistent with the strategic plan for an empowerment zone (EZ) designated by HUD or the United States Department of Agriculture (USDA), the tax incentive utilization plan for an urban or rural renewal community designated by HUD (RC), or the strategic plan for an enterprise community designated in round II by USDA (EC-II) and that the proposed activities/projects will be located within the RC/EZ/EC-II identified above and are intended to serve the residents. A listing of the RC/EZ/EC-II is available on the Internet at <http://www.hud.gov/cr>.

B. Reviews and Selection Process.

1. The review and selection process is provided in the General Section. The General Section also provides the procedures for correcting deficient applications.

2. *Partial Funding.* In the selection process, HUD reserves the right to offer partial funding to any or all applicants. If you are offered a reduced grant amount, you will have a maximum of 14 calendar days to accept such a reduced award. If you fail to respond within the 14-day limit, you shall be considered to have declined the award. Please see the General Section for a discussion of adjustments to funding that may be made by HUD during the selection process.

3. *Remaining Funds.* See the General Section for HUD's procedures if funds remain after all selections have been made.

4. *Minimum Points for Award.* Your application must receive a total score of at least 75 points to be considered for funding.

C. Anticipated Announcement and Award Dates. HUD anticipates announcing awards under this program no later than October 1, 2007.

VI. Award Administration Information

A. Award Notices

1. *Notice of Award.* Applicants that have been selected for award will be notified by letter from the Office of Healthy Homes and Lead Hazard Control Grant Officer. The letter will state the program for which the application has been selected, the amount the grantee is eligible to receive, and the name of the Government Technical Representative (GTR). This letter is not an authorization to begin work or incur costs under the cooperative agreement.

2. *Negotiations.* HUD may require that selected applicants participate in negotiations to determine the specific terms of the cooperative agreement,

budget, and Logic Model. In cases where HUD cannot successfully conclude negotiations with a selected applicant or a selected applicant fails to provide HUD with requested information, an award will not be made to that applicant. In this instance, HUD may offer an award, and proceed with negotiations with the next highest-ranking applicant. If you accept the terms and conditions of the cooperative agreement, you must return your signed cooperative agreement by the date specified during negotiation.

3. *Award Adjustments.* If funds remain after all selections have been made, the remaining funds may be redistributed or made available for other competitions.

4. *LOCCS Payment System.* After receiving the letter, additional instructions on how to have the grant account entered into HUD's Line of Credit Control System (LOCCS) payment system will be provided. Other forms and program requirements will also be provided.

5. *Start of Work.* All awardees are expected to commence activity immediately upon completion of negotiations, and execution of the cooperative agreement.

6. *Applicant Debriefing.* See the General Section for information regarding unsuccessful applicant debriefing.

B. Administrative and National Policy Requirements

1. *Environmental Review.* In accordance with 24 CFR 50.19(b)(2), (b)(3) and (b)(9), activities assisted under this program are categorically excluded from the requirements of the National Environmental Policy Act of 1969 (42 U.S.C. 4321) and are not subject to environmental review under the related laws and authorities.

2. *HUD Reform Act of 1989.* Applicants must comply with the requirements for funding competitions established by the HUD Reform Act of 1989 (42 U.S.C. 3531 *et seq.*) as defined in the General Section.

3. *Audit Requirements.* Any grant recipient that expends \$500,000 or more in federal financial assistance in a single year must meet the audit requirements established in 24 CFR Parts 84 and 85 in accordance with OMB Circular A-133. In accordance with OMB Circular A-133 (Audits of States, Regional/Local Governments and Non-Profit Organizations), grantees will have to submit their completed audit-reporting package along with the Data Collection Form (SF-SAC) to the Single Audit Clearinghouse, at the address obtained from their Web site. The SF-SAC can be

downloaded at: <http://harvester.census.gov/sac/>.

4. *Timely Hiring of Staff.* HUD reserves the right to terminate awards made to recipients that fail to timely hire (within 30 days of award) staff to fill key positions identified in the applicant's proposal as vacant.

5. *Executive Order 13202.* Compliance with HUD regulations at 24 CFR 5.108 that implement Executive Order 13202, "Preservation of Open Competition and Government Neutrality Towards Government Contractors' Labor Relations on Federal and Federally Funded Construction Projects", is a condition of receipt of assistance under this NOFA.

6. *Procurement of Recovered Materials.* See the General Section for further information.

7. *Conducting Business in Accordance with HUD Core Values and Ethical Standards.* Refer to the General Section for information about conducting business in accordance with HUD's core values and ethical standards.

C. Reporting

The following items are Post-Award Reporting Requirements:

1. *Final Budget and Work Plan.* Final budget and work plans are due 60 days after the effective date of the cooperative agreement.

2. *Racial and Ethnic Data.* HUD does not require Lead Outreach applicants to report ethnic and racial beneficiary data as part of their initial application package. However, such data must be reported on an annual basis, at a minimum, during the implementation of your grant agreement. You must report the data as described in the General Section and use the Office of Management and Budget's Standards for the Collection of Racial and Ethnic Data, using Form HUD-27061, Racial and Ethnic Data Reporting Form, found on http://www.hudclips.org/sub_nonhud/html/forms.htm along with instructions for its use.

3. *Progress reporting.* Progress reporting is done on a quarterly and annual basis. For specific reporting requirements, see policy guidance at: <http://www.hud.gov/offices/lead>. OHHLHC awardees will submit quarterly reports via an on-line

reporting system and will use their Logic Model approved as part of the grant agreement to measure and report performance for each quarter. The quarterly report must reflect all benchmarks (output goals) and proposed outcomes (results) that are indicated on the Logic Model with an associated cost estimate. For FY 2007, HUD is considering a new concept for the Logic Model. The new concept is a Return on Investment (ROI) statement. HUD will be publishing a separate notice on the ROI concept. Deviations from projected outputs and outcomes, either positive or negative, should be reported in the Logic Model under the reporting Tab. The completed Logic Model showing output and outcome status must be submitted as part of the quarterly progress report.

4. *Final Report.* An overall final cooperative agreement report, due at the completion of the cooperative agreement, will detail activities (e.g., the number of low-income housing units enrolled in lead hazard treatment programs as a result of activities performed under the cooperative agreement, number and type of materials produced, activities conducted, evaluation of the various outreach and educational methods used, findings, and recommended future actions at the conclusion of cooperative agreement activities). The final report shall include cumulative achievements, final project outputs, outcomes and results reported against the project's Logic Model (Form HUD-96010) as approved and incorporated into your award agreement, including explanations of any deviations from projected levels of performance.

VII. Agency Contacts

For programmatic questions, you may contact Jonnette Hawkins, Office of Healthy Homes and Lead Hazard Control; telephone (202) 755-1785, extension 7593 (this is not a toll-free number) or via e-mail at Jonnette_G._Hawkins@hud.gov. For grants administrative questions, you may contact Mr. Royal Rucker, Office of Healthy Homes and Lead Hazard Control; telephone (202) 755-1785 extension 7584 (this is not a toll-free number) or via e-mail at [\[Rucker@hud.gov\]\(mailto:Rucker@hud.gov\). If neither of these individuals is available, you may contact the Office's general Lead Regulations hotline, at \(202\) 755-1785, extension 7698. Your call will be forwarded in one business day for subsequent response by the appropriate staff. Hearing- or speech-challenged individuals may access these numbers through TTY by calling the toll-free Federal Information Relay Service at 800-877-8339.](mailto:Royal_A._</p>
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VIII. Other Information

A. For additional information about this NOFA, program, or for general, technical, and grant program information pertaining to the Office of Healthy Homes and Lead Hazard Control, visit: <http://www.hud.gov/offices/lead>.

B. Paperwork Reduction Act

The information collection requirements contained in this document have been approved by the Office of Management and Budget (OMB) under the Paperwork Reduction Act of 1995 (44 U.S.C. 3501-3520) and assigned OMB control number 2539-0015. In accordance with the Paperwork Reduction Act, HUD may not conduct or sponsor, and a person is not required to respond to, a collection of information unless the collection displays a currently valid OMB control number. Public reporting burden for the collection of information is estimated to average 80 hours to prepare the application, 16 hours to finalize the cooperative agreement, and 32 hours per annum for grant administration (progress reporting) per respondent. This includes the time for collecting, reviewing, and reporting the data for the application, semi-annual reports, and final report. The information will be used for grantee selection and monitoring the administration of funds. Response to this request for information is required in order to receive the benefits to be derived.

C. Appendices

Appendices A, B, and C of this NOFA are available for downloading with the application at http://www.grants.gov/applicants/apply_for_grants.jsp.